

Message Text

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ACTION EB-11

INFO OCT-01 NEA-10 ADP-00 CIAE-00 INR-10 NSAE-00 PA-03

RSC-01 USIA-15 PRS-01 RSR-01 /053 W

----- 045376

R 241200Z AUG 73

FM AMCONSUL IZMIR

TO AMEMBASSY ANKARA

INFO AMCONSUL ADANA

AMCONSUL ISTANBUL

AMEMBASSY VIENNA

SECSTATE WASHDC 1028

USDOC WASHDC

USIA WASHDC

UNCLASSIFIED IZMIR 360

USIAC

VIENNA FOR REX

E.9. 11652: N/A

TAGS: BEXP, TU

SUBJECT: IZMIR FAIR

REF: IZMIR 347 AND 349

1. ON SECOND EVENING OF IZMIR FAIR (AUG 21) REGULAR
FAIR HOURS WERE OBSERVED (1800 TO 2300 HOURS).
SURPRISINGLY, FAIR MANAGEMENT CLAIMS THAT PAID

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ATTENDANCE WAS 89,190 AND INCREASED ON ABOUT 12,000
OVER OPENING NIGHT ATTENDANCE ALTHOUGH CROWDS
APPEARED TO BE SMALLER TO MOST OBSERVERS. IT IS
QUITE CLEAR, HOWEVER, THAT SEVERAL THOUSAND
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VISITORS ARE ENTERING WITHOUT PAYING ENTRANCE FEE

OR GOING THROUGH TURNSTILES.

2. USING HAND COUNTER, U.S.PAVILION LOGGED 22,800 VISITORS DURING FIVE HOURS PERIOD WHICH LEADS US TO CONCLUSION THAT OUR OPENING NIGHT ESTIMATE OF FROM 8 TO 10,000 WAS VERY CONSERVATIVE.

3. INFORMAL CANVAS OF EXHIBITORS INDICATES THAT DESPITE CROWDS OF MAIN-ON-ON-THE-STREET PATRONS, SERIOUS BUYER INQUIRIES ABOUT DISPLAYED PRODUCTS ARE RUNNING FOR THIS EARLY IN THE FAIR AT A GOOD RATED PACE.

4. BELATED PUBLICATION OF STORIES BASED ON SOVIET PAVILION PRESS PREVIEW BROUGHT COVERAGE VERY NEARLY UP TO LEVEL OF U.S. AND CHINESE PAVILIONS REPORTED IZMIR 347.

5. THIRD NIGHT PAID ATTENDANCE (AUG 22) REPORTED BY

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FAIR MANAGEMENT AS 73,200 WHILE FIGURES FOR U.S. PAVILION ATTENDANCE, AGAIN USING HAND COUNTER, WAS 24,600. THOSE COMMERCIAL AND THEMATIC EXHIBITS WHICH ARE ANIMATED PLUS MOONROCK AND SPACE ITEMS CONTINUE TO DRAW GREATEST ATTENTION.

SMITH

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